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# Home Appliance *NewsLine*

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## FOURTH CONSECUTIVE RECORD YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- An unprecedented 47.7 million major appliances were shipped in 1987, beating the previous record set in 1986 by almost 2.7 million units, reports the Association of Home Appliance Manufacturers (AHAM).

1987 became the fourth consecutive record year for the industry, with shipments exceeding the previous record by 5.9%.

December and fourth-quarter shipments also surpassed their previous record levels, established in 1986, and reached 3.6 million and nearly 11.4 million units respectively.

Shipments of all product categories surpassed their 1986 levels, making 1987 a banner year for the industry in several ways.

* Eight major appliances set new annual records.
  - Microwave ovens (almost 12.5 million units) accounted for over one-fourth of all appliances shipped in 1987 and the largest annual shipment in history of any major appliance product.
  - Refrigerators (nearly 7.0 million) and electric dryers (3.6 million) surpassed their 14-year-old records.
  - Dehumidifiers (704,400 units) exceeded their 1979 shipment record.
  - Automatic washers (nearly 6.0 million), food disposers (4.4 million), dishwashers (over 4.0 million) and

(MORE)

gas dryers (over 1.0 million) exceeded the shipment records they established in 1986.

* All calendar quarters reached record shipment levels of 11.6 million, 12.7 million, 12.1 million and nearly 11.4 million units respectively.
* Monthly shipments hit all-time highs in every month except May and October, which were second-best months respectively.

The current industry outlook for 1988 calls for a second-best year, with shipments surpassing 45.8 million units. All products are expected to approximate last year's high shipment levels except microwave ovens, which are expected to level off in 1988.

According to industry estimates, over 70% of U.S. households now own at least one microwave oven, which accounts for the anticipated slow-down.

# # #

## MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
December, 1987

| | DECEMBER | | | CALENDAR YEAR TO DATE | | | CALENDAR QUARTER | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1987 | 1986 | % Change | 1987 | 1986 | % Change | 1987 | 1986 | % Change |
| ALL MAJOR APPLIANCES** | 3,625.5 | 3,609.1 | 0.5% | 47,724.8 | 45,072.1 | 5.9% | 11,355.4 | 11,260.3 | 0.8% |
| COOKING - TOTAL | 1,390.2 | 1,454.8 | -4.4% | 15,659.0 | 15,578.2 | 0.5% | 4,478.7 | 4,419.0 | 1.3% |
| ELECTRIC RANGES - TOTAL | 254.8 | 283.1 | -10.0% | 3,345.9 | 3,318.2 | 0.8% | 847.0 | 885.8 | -4.4% |
| Free Standing | 206.0 | 227.4 | -9.4% | 2,690.6 | 2,720.5 | -1.1% | 678.5 | 720.4 | -5.8% |
| Built-In | 48.8 | 55.6 | -12.2% | 655.4 | 597.7 | 9.7% | 168.5 | 165.4 | 1.9% |
| MICROWAVE OVENS/RANGES*** | 1,149.0 | 1,188.3 | -3.3% | 12,497.6 | 12,444.4 | 0.4% | 3,677.5 | 3,581.6 | 2.7% |
| HOME LAUNDRY - TOTAL | 823.5 | 841.3 | -2.1% | 10,634.9 | 10,009.3 | 6.3% | 2,583.9 | 2,660.4 | -2.9% |
| AUTOMATIC WASHERS | 453.8 | 484.7 | -6.4% | 5,998.2 | 5,764.6 | 4.1% | 1,420.1 | 1,494.6 | -5.0% |
| DRYERS - TOTAL | 369.8 | 356.6 | 3.7% | 4,636.7 | 4,244.7 | 9.2% | 1,163.8 | 1,165.9 | -0.2% |
| Electric | 289.6 | 276.7 | 4.7% | 3,599.9 | 3,308.7 | 8.8% | 901.7 | 897.5 | 0.5% |
| Gas | 80.2 | 79.8 | 0.5% | 1,038.8 | 936.0 | 10.8% | 262.1 | 268.4 | -2.3% |
| KITCHEN CLEAN UP - TOTAL | 681.8 | 694.5 | -1.8% | 8,698.4 | 8,381.3 | 3.8% | 2,170.2 | 2,198.5 | -1.3% |
| DISPOSERS@ | 325.2 | 338.0 | -3.8% | 4,438.2 | 4,269.0 | 4.0% | 1,087.5 | 1,089.1 | -0.1% |
| DISHWASHERS - TOTAL | 331.1 | 337.5 | -1.9% | 4,032.0 | 3,918.2 | 2.9% | 1,022.1 | 1,054.0 | -3.0% |
| Built-In | 299.8 | 311.1 | -3.6% | 3,762.7 | 3,662.7 | 2.7% | 936.7 | 975.3 | -4.0% |
| Portable | 31.3 | 26.4 | 18.6% | 269.3 | 255.4 | 5.4% | 85.4 | 78.8 | 8.4% |
| COMPACTORS@ | 25.5 | 19.1 | 33.5% | 226.2 | 194.1 | 16.5% | 60.6 | 55.4 | 9.4% |
| FOOD PRESERVATION - TOTAL | 555.2 | 506.7 | 9.6% | 8,231.8 | 7,732.8 | 6.5% | 1,785.1 | 1,732.7 | 3.0% |
| REFRIGERATORS | 469.5 | 434.3 | 8.1% | 6,972.1 | 6,510.4 | 7.1% | 1,520.0 | 1,493.7 | 1.8% |
| FREEZERS - TOTAL | 85.7 | 72.4 | 18.4% | 1,259.7 | 1,222.2 | 3.1% | 265.1 | 239.0 | 10.9% |
| Chest | 49.5 | 41.6 | 19.0% | 692.2 | 661.1 | 4.7% | 145.8 | 132.8 | 9.8% |
| Upright | 36.2 | 30.8 | 17.5% | 567.5 | 561.2 | 1.1% | 119.3 | 106.2 | 12.3% |
| HOME COMFORT - TOTAL | 174.7 | 111.8 | 56.3% | 4,502.7 | 3,370.8 | 33.6% | 339.5 | 249.7 | 36.0% |
| ROOM AIR CONDITIONERS | 170.1 | 92.4 | 84.1% | 3,798.3 | 2,815.7 | 34.9% | 320.5 | 209.1 | 53.3% |
| DEHUMIDIFIERS@ | 4.6 | 19.4 | -76.3% | 704.4 | 555.1 | 26.9% | 19.0 | 40.6 | -53.2% |
| GAS RANGES@@ | 192.7 | 186.8 | 3.2% | 2,127.1 | 1,939.9 | 9.7% | 591.1 | 542.0 | 9.1% |

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.
@ Current month figures are preliminary.
@@ Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.

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## TRENDS AND FORECASTS
## INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

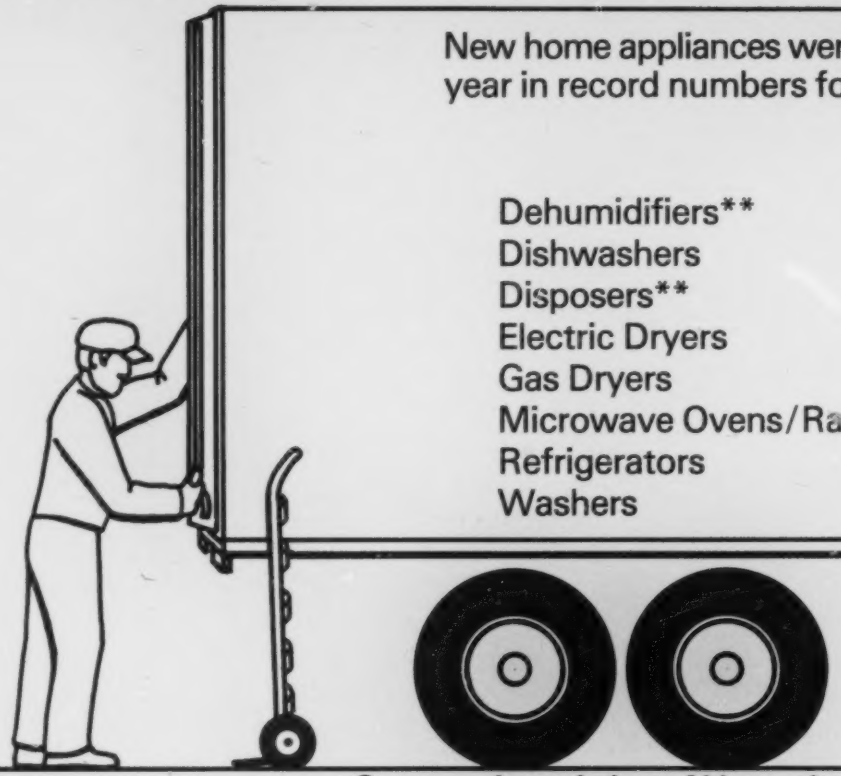
| PRODUCT | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988** | 1989** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Cooking - Total** | 5,497 | 5,555 | 5,917 | 6,509 | 5,935 | 8,478 | 11,985 | 13,821 | 15,578 | 15,659 | 15,107 | 14,194 |
| ELECTRIC RANGES - TOTAL | 3,217 | 3,000 | 2,530 | 2,328 | 2,036 | 2,754 | 3,074 | 3,142 | 3,318 | 3,346 | 3,289 | 3,239 |
| Free Standing | 2,336 | 2,244 | 1,975 | 1,829 | 1,619 | 2,190 | 2,496 | 2,568 | 2,721 | 2,691 | 2,682 | 2,632 |
| Built-In | 881 | 756 | 555 | 498 | 417 | 563 | 577 | 574 | 598 | 655 | 607 | 607 |
| MICROWAVE OVEN/RANGES | 2,501 | 2,807 | 3,608 | 4,422 | 4,071 | 5,933 | 9,132 | 10,883 | 12,444 | 12,498 | 12,003 | 11,124 |
| **Home Laundry - Total** | 8,659 | 8,516 | 7,727 | 7,342 | 6,746 | 7,910 | 8,733 | 9,192 | 10,009 | 10,635 | 10,412 | 9,964 |
| WASHERS - TOTAL | 5,038 | 4,965 | 4,550 | 4,365 | 4,019 | 4,616 | 5,049 | 5,279 | 5,765 | 5,998 | 5,920 | 5,674 |
| Automatic | 4,838 | 4,779 | 4,426 | 4,277 | 3,955 | 4,546 | 5,049 | 5,279 | 5,765 | 5,998 | 5,920 | 5,674 |
| Wringer & Other | 200 | 186 | 124 | 88 | 64 | 69 | NA | NA | NA | NA | NA | NA |
| DRYERS - TOTAL | 3,621 | 3,551 | 3,177 | 2,977 | 2,727 | 3,294 | 3,684 | 3,914 | 4,245 | 4,637 | 4,492 | 4,290 |
| Electric | 2,865 | 2,783 | 2,494 | 2,337 | 2,143 | 2,622 | 2,931 | 3,080 | 3,309 | 3,600 | 3,482 | 3,318 |
| Gas | 757 | 768 | 682 | 640 | 584 | 672 | 754 | 834 | 936 | 1,037 | 1,010 | 972 |
| **Kitchen Clean Up - Total** | 7,169 | 7,098 | 5,935 | 5,854 | 5,098 | 6,822 | 7,758 | 7,858 | 8,381 | 8,696 | 8,518 | 8,355 |
| DISPOSERS | 3,312 | 3,317 | 2,962 | 3,179 | 2,780 | 3,544 | 4,085 | 4,105 | 4,269 | 4,438 | 4,320 | 4,241 |
| DISHWASHERS - TOTAL | 3,557 | 3,488 | 2,738 | 2,484 | 2,170 | 3,121 | 3,491 | 3,575 | 3,918 | 4,032 | 3,981 | 3,903 |
| Built-In | 2,971 | 2,984 | 2,354 | 2,193 | 1,956 | 2,859 | 3,245 | 3,327 | 3,663 | 3,763 | 3,725 | 3,654 |
| Portable | 586 | 504 | 384 | 291 | 214 | 262 | 246 | 248 | 255 | 269 | 256 | 249 |
| COMPACTORS | 300 | 293 | 235 | 191 | 148 | 157 | 182 | 177 | 194 | 226 | 217 | 212 |
| **Food Preservation - Total** | 7,411 | 7,642 | 6,875 | 6,549 | 5,704 | 6,818 | 7,275 | 7,316 | 7,733 | 8,232 | 7,947 | 7,760 |
| REFRIGERATORS# | 5,890 | 5,701 | 5,124 | 4,944 | 4,364 | 5,477 | 5,994 | 6,081 | 6,510 | 6,972 | 6,730 | 6,540 |
| FREEZERS - TOTAL | 1,521 | 1,941 | 1,751 | 1,605 | 1,340 | 1,341 | 1,281 | 1,236 | 1,222 | 1,260 | 1,217 | 1,220 |
| Chest | 835 | 1,039 | 963 | 889 | 726 | 702 | 650 | 634 | 661 | 692 | 666 | 667 |
| Upright | 686 | 902 | 789 | 717 | 614 | 639 | 631 | 602 | 561 | 567 | 551 | 553 |
| **Home Comfort - Total** | 4,479 | 4,434 | 3,876 | 4,229 | 3,201 | 2,439 | 3,694 | 3,610 | 3,371 | 4,503 | 3,830 | 3,720 |
| ROOM AIR CONDITIONERS | 4,037 | 3,749 | 3,203 | 3,693 | 2,761 | 2,002 | 3,103 | 3,022 | 2,816 | 3,798 | 3,230 | 3,140 |
| DEHUMIDIFIERS | 442 | 685 | 673 | 536 | 440 | 437 | 591 | 588 | 555 | 704 | 600 | 580 |
| **All Major Appliances** | 33,215 | 33,244 | 30,330 | 30,482 | 26,683 | 32,466 | 39,444 | 41,797 | 45,072 | 47,725 | 45,813 | 43,992 |
| **Gas Ranges##** | 1,794 | 1,799 | 1,539 | 1,496 | 1,368 | 1,573 | 1,732 | 1,814 | 1,940 | 2,127 | NA | NA |

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of November, 1987
# Includes units of 6.5 cu. ft. and over
## Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

1/19/88

# 1987 IS RECORD YEAR FOR EIGHT MAJOR APPLIANCES



New home appliances were shipped from factories last year in record numbers for these product categories.

| | Units* |
|---|---|
| Dehumidifiers** | 704,430 |
| Dishwashers | 4,031,959 |
| Disposers** | 4,438,214 |
| Electric Dryers | 3,599,867 |
| Gas Dryers | 1,036,836 |
| Microwave Ovens/Ranges# | 12,497,572 |
| Refrigerators | 6,972,103 |
| Washers | 5,998,238 |

*Domestic plus export shipments; includes both U.S. produced and imported products.

**Preliminary figures.

#Includes microwave ovens and combination microwave ovens/ranges.

Source: Association of Home Appliance Manufacturers